

**IN THE CLAIMS:**

Please cancel claim 1.

Please amend claims 2-6 as follows:

2. (Amended) A plasma display device comprising a display module, said display module having electronics mounted to the back surface thereof and utilizing the front surface thereof as a display surface, said display module further comprising:

a back surface glass plate having discharge electrodes;

a front surface glass plate that is mounted on and opposing to said back surface glass plate via separation walls and having discharge electrodes; and

luminescent pixels defined by said back surface glass plate, said separation walls and said front surface glass plate[;].

wherein said luminescent pixels are formed so that at least the surface of said back surface glass plate opposite and facing said display surface is a reflection surface.

3. (Amended) The plasma display device according to [claim 1 or] claim 2, wherein said luminescent pixels of said display module are formed so that all surfaces defining said pixels other than the surface of said front surface glass plate are reflection surfaces.

4. (Amended) The plasma display device according to [claim 1 or] claim 2, wherein said reflection surface is formed by metal plating.

5. (Amended) The plasma display device according to [claim 1 or] claim 2, wherein said reflection surface is formed by adhering metal leafs.

6. (Amended) The plasma device according to [claim 1 or] claim 2, wherein the reflection surface opposite said display surface has a concave surface, and the light reflected from said reflection surface is condensed at the display surface.